

Write a policy that bans advertising of less nutritious food choices and promotes healthy food choices.



Definition: Write a policy that bans the promotion of less nutritious food through advertising and distribution. Include ways to promote nutritious food choices.

Rationale: The advertisement and sale of less nutritious food counteracts the nutrition education students are receiving in the classroom. The promotion of less nutritious choices will cause students to form unhealthy eating habits.^{1,2} By providing nutrition education, and promoting, and selling nutritious at your school you will be helping students make healthy food choices and lead healthier, more active lives.

1. American Journal of Public Health, *A pricing strategy to promote low-fat snack choices through vending machines*, May 1997. Vol.87. Issue 5
2. Journal of the American Dietetic Association, *Pricing strategy to promote fruit and vegetable purchase in high school cafeterias*, 1997 Vol. 97

Resources

Changing the Scene

A Guide to Local Action

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Guidelines for Responsible Food Marketing to Children

<http://cspinet.org/marketingguidelines.pdf>

Pestering Parents: How Food Companies Market Obesity to Children

<http://www.cspinet.org/new/200311101.html>

School Foodservice Guide

http://www.pbhcatalog.com/acatalog/School_Food_Service_Guide.html

Assignments

School Coordinator Assignments

- Determine school's current policy
- Determine how school will incorporate policy
- Review policy
- Introduce policy in faculty meeting
- Promote awareness of the policy among school leaders and teachers
- Assess teacher awareness of the policy

Mentor Assignments

- Provide school coordinator with ideas/resources to support this policy
- Provide examples of written policy to school coordinator
- Write policy; give draft to school coordinator and principal
- Submit a draft of the policy to your LHD
- Revise policy if necessary and submit to principal for endorsement
- Provide school coordinator with promotion ideas
- Include the final policy with the end-year report

Gold #3E Ideas

- Remove any advertisements for less nutritious food
- Decorate the cafeteria with items promoting nutritious food
- Hang posters throughout the school promoting nutritious food
- Hold a contest for students to create posters promoting healthy food
- Promote fruits and vegetables by spotlighting one each week or month
- Participate in Fruits & Veggies—More Matters[®] Month, and Fruits & Veggies—More Matters Grocery Store Tours



Ban Advertising of Less Nutritious Food Policy Template

A policy defines an action a school will be taking to improve their health environment. Policies make lasting changes, and stay with the school through faculty and administrative changes.

A Gold Medal Schools policy must include an Intent, Rationale, and Reinforcement. The school's copy of the policy must also include the principal's signature. Use this template to write your policy (all information is required).

A sample policy for this criterion can be found on the next page.

The policy must include...

- ☐ Intent
 - “Advertising of less nutritious food is banned”
 - Describe how healthy choices will be promoted
- ☐ Rationale
 - Support for this policy
- ☐ Reinforcement
 - How this policy will be communicated to appropriate people
 - “This policy will be reviewed each year”
 - If there are any consequences to violating this policy they should be listed here

Bans Advertising of Less Nutritious Food Policy

Intent: Advertising of less nutritious foods on Vineyard school grounds is prohibited. Advertising or endorsements for companies who make less nutritious food products is also prohibited and shall not appear: 1) in any part of the school building 2) on any of the property surrounding the building (i.e. portables, playgrounds, parking lot etc.) 3) on school materials given to children at school (pencils, book covers, toys, bookmarks, etc). In addition, healthy foods will be promoted in the cafeteria and classrooms with nutrition posters.

Rationale: The advertisement and sale of less nutritious food counteracts the nutrition education students are receiving in the classroom. The promotion of less nutritious choices will cause students to form unhealthy eating habits.^{1,2} By providing nutrition education and promoting, and selling nutritious foods at your school you will be helping students make healthy choices and lead healthier, more active lives.

Reinforcement: This policy will be discussed in faculty meeting and will be reviewed each year. All advertisements and endorsements of less nutritious foods will be removed from the building. They may be removed by any student, teacher, or other employee at Vineyard. If teachers are found distributing anything that advertises these types of foods, the teacher will be asked to collect all the items and take them home. Students will not be punished for wearing clothing with endorsements of less nutritious food items; however teachers should try to teach the importance of healthy food choices.

PRINCIPAL ENDORSEMENT

Principal's Name

Principal's Signature

Date

1. American Journal of Public Health, *A pricing strategy to promote low-fat snack choices through vending machines*, May 1997. Vol.87. Issue 5
2. Journal of the American Dietetic Association, *Pricing strategy to promote fruit and vegetable purchase in high school cafeterias*, 1997 Vol. 97